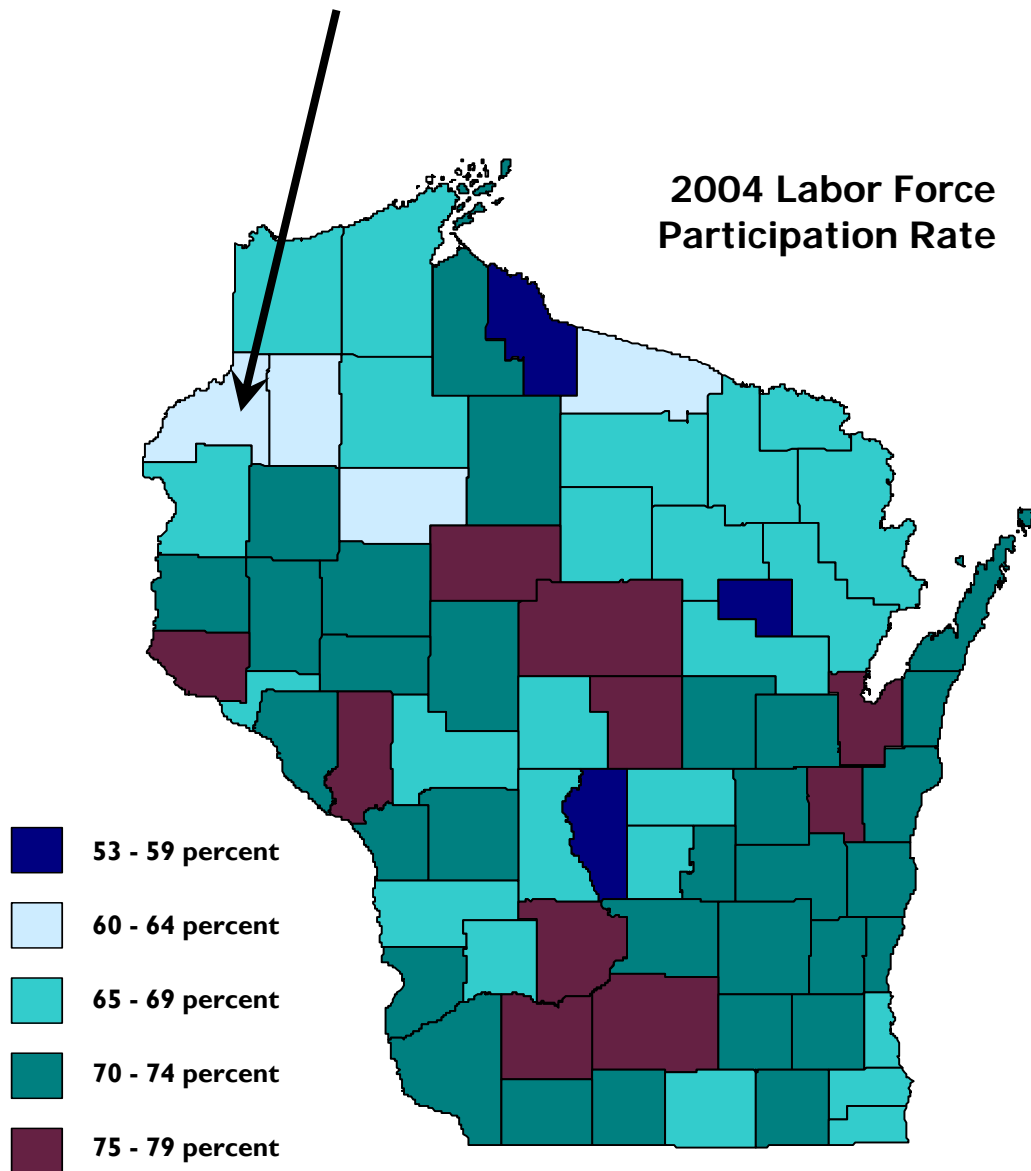


# Burnett County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by  
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

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Department of Workforce Development  
Office of Economic Advisors

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## County Population and Labor Force

Since 2000 there are 868 new residents in Burnett County. The population increased 5.5 percent to a new total of 15,674. The increase ranked 22<sup>nd</sup> fastest in the state and exceeded both national and state changes in population.

All of the increase is due to a net migration of 1,068 individuals since deaths out-numbered births by 200. The township adding the most population, Grantsburg, is the third largest municipality and encompasses the Village of Grantsburg, the largest municipality. The second largest increase in population occurred in the Town of Oakland, with many of the county's lakes that appeal to retirees.

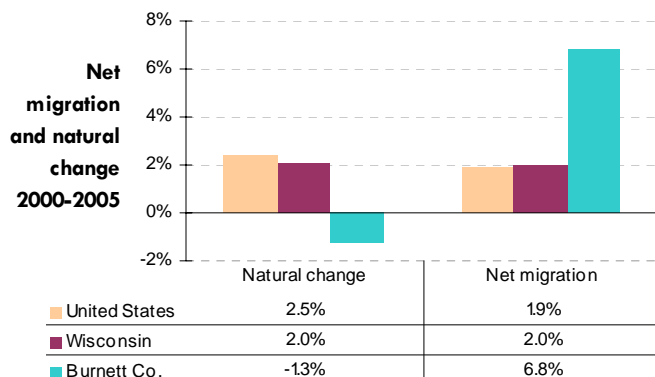
While there is evidence that some of the new residents moving to the county remain in the workforce, the population projections portend a future where the elderly increasingly comprise a larger share of the total population not only in Burnett County but also in the state and nation. In 2005, roughly 33 percent of the labor force aged population (16 yrs and older) is aged 60 years or older. By 2020 that share will increase to nearly 48%, the second highest in the state.

The labor force is a sum of factors that relate to the local population. Those factors include lower participation rates for women than men, much higher participation from middle-aged residents than either the young or elderly, and declining participation rates among the white population as minority participation increases. All of these factors are working against a rise in the number of labor force participants in Burnett County even

### Five largest municipalities in Burnett County

	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
<b>Burnett County</b>	15,674	16,542	868	5.5%
Grantsburg, Village	1,369	1,426	57	4.2%
Meenon, Town	1,172	1,238	66	5.6%
Grantsburg, Town	967	1,095	128	13.2%
Wood River, Town	974	1,032	58	6.0%
Siren, Village	988	998	10	1.0%

Source: Wis. Dept. of Administration, Demographic Services, August 2005



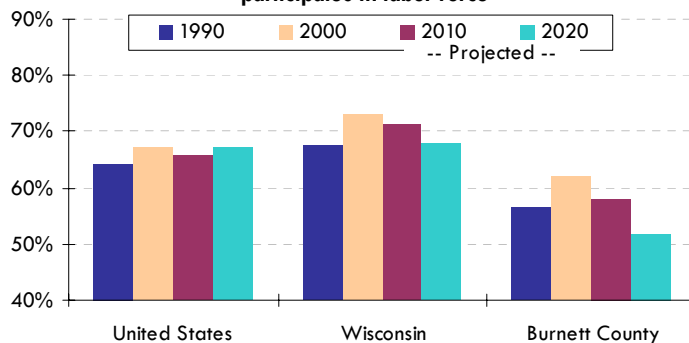
Source: WI Dept. of Admin., Demographic Services & US Census Bureau

### Population and Labor Force

	United States	Wisconsin	Burnett County
<b>Total population in 2000</b>	281,424,602	5,363,715	15,674
<b>Population est. Jan. 1, 2005</b>	295,160,302	5,580,757	16,542
Change	13,735,700	217,042	868
% change	4.9%	4.0%	5.5%
<b>2005 Labor force population*</b>	224,837,000	4,339,938	13,533
Share of total population	76.2%	78%	81.8%
Labor force	147,125,000	3,071,179	8,525
Labor force participation rate	65.4%	70.8%	63.0%
<b>2005 Population 16 yrs. &amp; over</b>	228,621,674	4,417,313	13,667
16-24 yrs old	37,489,370	743,764	1,969
Share of population 16+ yrs	16.4%	16.8%	14.4%
25-59 yrs old	142,248,896	2,708,865	7,244
Share of population 16+ yrs	62.2%	61.3%	53.0%
60 yrs and older	48,883,408	964,684	4,454
Share of population 16+ yrs	21.4%	21.8%	32.6%
<b>Projected population: 2020</b>	335,804,546	6,110,878	17,415
<b>Population 16 yrs. &amp; over</b>	264,085,104	4,869,573	15,009
16-24 yrs old	37,918,865	681,586	1,101
Share of population 16+ yrs	14.4%	14.0%	7.3%
25-59 yrs old	150,678,402	2,756,884	6,715
Share of population 16+ yrs	57.1%	56.6%	44.7%
60 yrs and older	75,487,837	1,431,103	7,193
Share of population 16+ yrs	28.6%	29.4%	47.9%

\* civilian population 16 yrs. and older not in an institution

### Percent of labor force age population that participates in labor force



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

as the number of residents aged 16 years and over is increasing.

Even though there is a possibility that the current labor force participation rate of 63.3 percent will increase slightly as baby-boomers choose to remain in the workforce instead of retiring early, that increase will be short-lived. At best there would be no change from the current labor force size, but more probable is a labor force smaller than today's.

## Revised Labor Force

The labor force in Burnett County in 2004 was at an all-time high with 8,525 participants but the number of unemployed was the second highest since 1990 and the county unemployment rate in 2004 was 5.4 percent. In the last 15 years the number of unemployed in the county ranged from a low of 292 in 1998 to a high in 2002 of 466 while the number of employed residents increased by 2,700 jobholders since 1990.

All labor force estimates published from 1990 to 2004 have been revised. The more recent years reflect trends revealed during Census 2000 while the 1990s were updated to include changes from 1990 to 2000 but are still based on ratios from the 1990 census.

The labor force changed significantly in Burnett County in the early 1990s when over a three-year period more than 1,000 workers infused the labor market. The increase corresponds to job growth with county employers, especially those in manufacturing and gaming. The increase in jobs encouraged more labor force participation and dramatically changed the labor force participation rate from 52 percent in 1990 to 68 percent in 2000.

### Burnett County Civilian Labor Force Estimates

	Labor force	Employed	Unemployed	Unemployed rate
1990	5,824	5,458	366	6.3%
1991	6,014	5,562	452	7.5%
1992	6,026	5,595	431	7.2%
1993	6,215	5,803	412	6.6%
1994	6,798	6,403	395	5.8%
1995	7,034	6,711	323	4.6%
1996	7,022	6,692	330	4.7%
1997	7,191	6,852	339	4.7%
1998	7,115	6,823	292	4.1%
1999	7,140	6,815	325	4.6%
2000	7,800	7,508	292	3.7%
2001	8,118	7,708	410	5.1%
2002	8,214	7,748	466	5.7%
2003	8,500	8,048	452	5.3%
2004	8,525	8,064	461	5.4%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

## Education Attainment

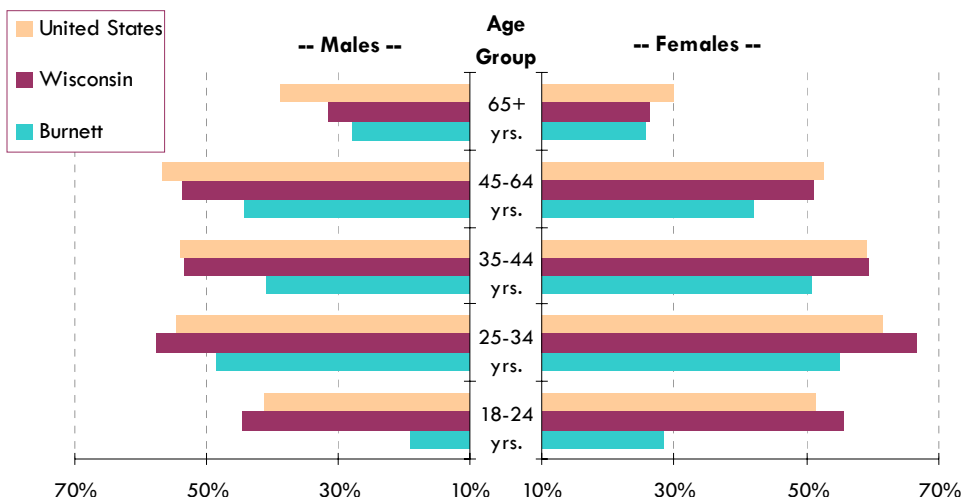
One of the most significant changes in employment that occurred during the last two decades was the shift from goods-producing to service-providing jobs. In tandem with this shift was the increase in demand for professional and technical workers employed in the high-skill services industries and the aggregation of these jobs in larger metropolitan areas.

Much of the job growth in high-skilled service jobs occurred in larger metropolitan areas while expansion in more rural economies produced lower-skilled service jobs and goods-producing jobs. The main exception in rural areas was job growth in health care and education, two industries with female-dominated professional and technical occupations. For

most counties in Wisconsin, including Burnett County, this helps explain why there is a greater proportion of females in nearly every age group with post-secondary education than males.

Growth of skilled professional and technical jobs in metropolitan areas attracted individuals from many rural areas. When students graduated from high school and left the area for post-secondary education there were few professional and technical job opportunities to bring them back to Burnett County. As a consequence, the share by age group of Burnett County residents with post-secondary education is less in every category than in the United States or Wisconsin.

### Residents with post-secondary education



Source: US Census 2000, Summary file 3, QT-P20

## Employment and Wages

Overall, employers in Burnett County added 84 jobs in 2004 but employers in two sectors, trade, transportation and utilities; and leisure and hospitality added 91 jobs compensating for the losses in other sectors. Annual average wages paid in these two sectors, however, are well below counterpart wages in the state. Only one industry sector, natural resources, has average wages above those paid in the state and those wages increased 13.6 percent during 2004. It is the county's smallest industry even after adding 20 jobs in 2004, mostly with dairy and berry farms.

Overall, average annual wages in most industries short of counterpart wages in the state and, in the end, the all industry annual wage of \$24,188 is only 69.6 percent of the state average wage of \$34,749. One primary factor in the lower overall wage is that the manufacturing industry, with nearly 20 percent of the jobs in the county and 28 percent of the payroll, has an average wage of \$34,033 that is only 77 percent of manufacturing wages in the state.

The greatest number of jobs and second highest payroll is with employers in education (both private and public) and health services where wages are only 67 percent of wages statewide. Wages in this sector are typically higher since jobs

### Average Annual Wage by Industry Division in 2004

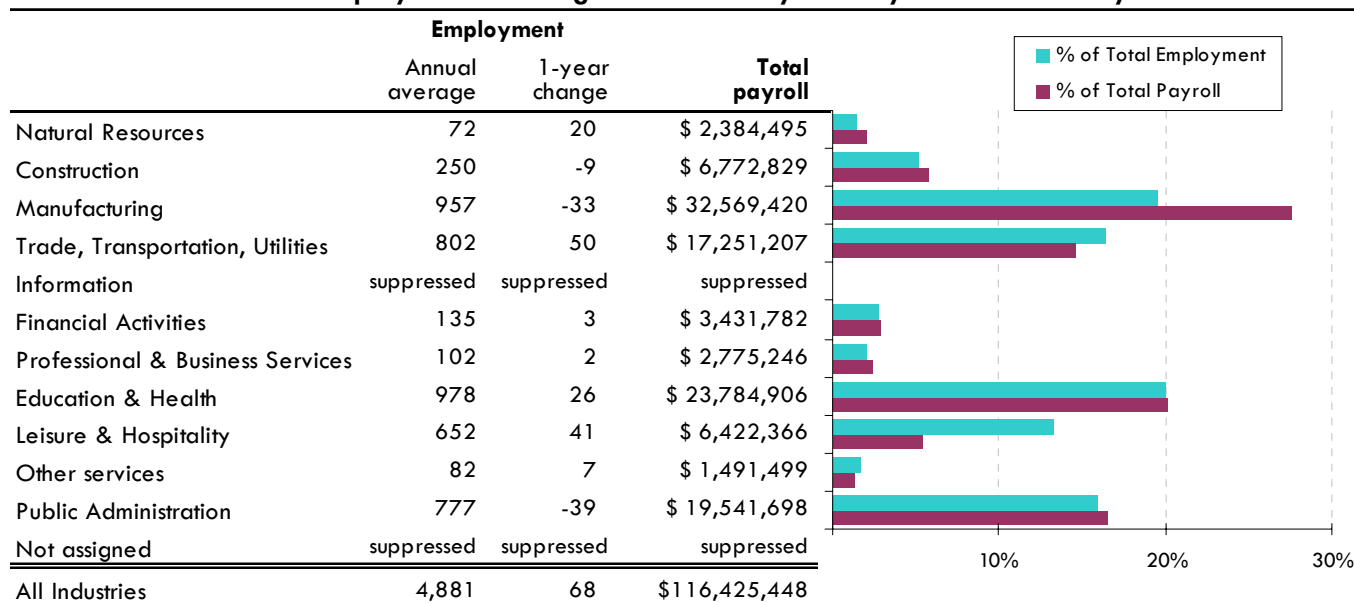
	2004	2004		
	Average Annual Wage	Average Annual Wage	Percent of	1-year
	Wisconsin	Burnett County	Wisconsin	% change
All Industries	\$ 34,749	\$ 24,188	69.6%	1.9%
Natural resources	\$ 27,399	\$ 33,118	120.9%	13.6%
Construction	\$ 41,258	\$ 27,091	65.7%	8.7%
Manufacturing	\$ 44,145	\$ 34,033	77.1%	2.9%
Trade, Transportation, Utilities	\$ 30,088	\$ 21,510	71.5%	4.7%
Information	\$ 41,759	suppressed	Not avail	Not avail.
Financial activities	\$ 45,103	\$ 25,421	56.4%	5.5%
Professional & Business Services	\$ 39,580	\$ 27,208	68.7%	-1.2%
Education & Health	\$ 36,408	\$ 24,320	66.8%	3.6%
Leisure & Hospitality	\$ 12,295	\$ 9,850	80.1%	2.4%
Other services	\$ 20,207	\$ 18,189	90.0%	3.4%
Public Administration	\$ 36,347	\$ 25,150	69.2%	-1.5%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

in education and health care generally provide more opportunities for workers in professional and technical occupations. But in Burnett County, the majority of jobs in the sector are with small clinics and nursing homes where many jobs are not technical plus the jobs are part-time. Part-time jobs are also numerous in trade, transportation and utilities, the third greatest share of jobs in the county.

Even though jobs increased much faster in the county than in the state, 1.8 percent versus 0.9, wage increases in the county of 1.9 percent lagged the increase in state annual average wages of 4.0 percent.

### 2004 employment and wage distribution by industry in Burnett County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

## Industry and Employers by Size

### Top 10 Employers in Burnett County

Establishment	Product or Service	Size (Dec. 2004)
St Croix Tribal Council	Tribal governments	250-499 employees
Parker Hannifin Corp - Grantsburg	Fluid power valve & hose fitting mfg.	100-249 employees
Burnett Dairy Coop	Cheese mfg.	100-249 employees
Burnett Medical Center Inc	Gen. medical & surgical hospitals	100-249 employees
Grantsburg Public School	Elementary & secondary schools	100-249 employees
County of Burnett	Executive & legislative offices, combined	100-249 employees
School District of Webster	Elementary & secondary schools	100-249 employees
The Evangelical Lutheran Good Samaritan	Nursing care facilities	100-249 employees
School District of Siren	Elementary & secondary schools	100-249 employees
North States Industries Inc	All other plastics product mfg.	100-249 employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

### Prominent industries in Burnett County

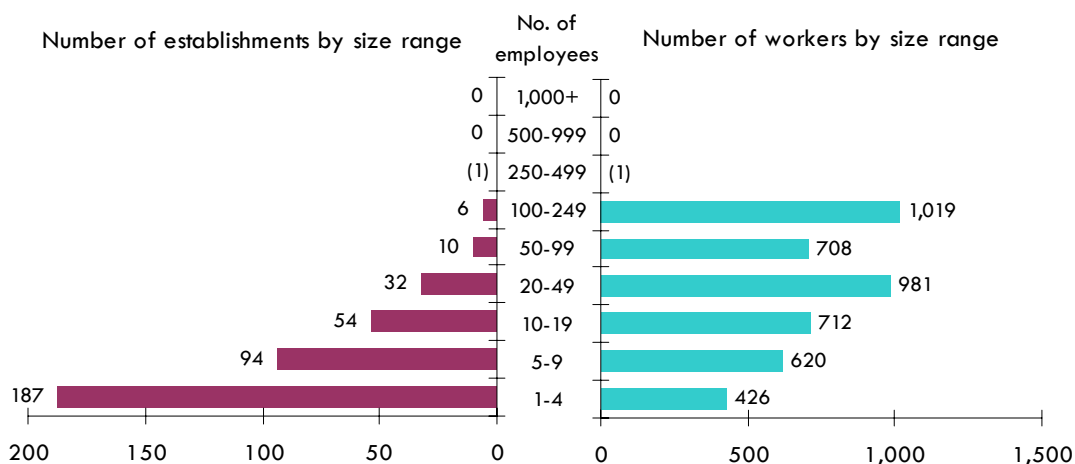
NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Executive, legislative, & gen government	25	664	-36	41
Educational services	3	442	17	7
Food services and drinking places	44	378	-42	16
Fabricated metal product manufacturing	5	349	3	-103
Food manufacturing	*	*	not avail.	not avail.
Hospitals	*	*	not avail.	not avail.
Food and beverage stores	5	159	7	16
Nursing and residential care facilities	4	155	-16	-27
Ambulatory health care services	10	134	-8	-12
Plastics & rubber products manufacturing	*	*	not avail.	not avail.

\* data suppressed to maintain employer confidentiality

Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

### Burnett County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

Five of the county's ten largest employers are from the largest industry sector, education and health services. And, four of the five industry groups from the sector are on the second list. These four groups provide over one in every five jobs in the county.

The largest employer in the county, however, is included in public administration, specifically in executive, legislative and general government. Tribal government, as well as state, county, and township government units, make executive, legislative and general government the largest industry group. The second largest industry group, educational services, includes only three school systems with an average of 147 workers per facility.

The third largest industry, food services and drinking places, has many more establishments than any other industry on the top ten list. And with fewer than nine workers per establishment, there are no large employers in the county.

In fact, only 7 employers, two percent of all employers in the county, have more than 100 employees yet they provide over 28 percent of all the jobs in Burnett County. Seven out of every ten employers have fewer than ten workers and these employers provide roughly 22 percent of the jobs in the county.

## Per Capita Personal Income

The per capita personal income (PCPI) in 2003 in Burnett County of \$22,796 ranked 13<sup>th</sup> lowest among Wisconsin's 72 counties. PCPI increased 3.0 percent in the last year and 17.1 percent since 1998. The percent change over last year exceeded an increase in PCPI in the state of 2.5 percent but the change since 1998, ranked 29th in the state, lagged PCPI growth in the state of 17.2 percent. PCPI in Burnett County was 74 percent of the Wisconsin PCPI of \$30,685 in 2003.

The per capita personal income report from the US Dept. of Commerce, Bureau of Economic Analysis, includes wages and salaries from job-holders, self-employed, proprietorships, and farmers. It also includes income from dividends, interest and rent; and income from transfer payments like social security, Medicaid, unemployment insurance, veteran's benefits, and welfare. The total of all these sources of income is divided by the total population to arrive at the per capita personal income.

Factors such as a higher share of residents without income (generally children), or residents on a fixed income (generally the elderly) can lower the PCPI. Another factor that heavily influences PCPI is net earnings, which comprise 70 percent of total personal income in the state and only 59 percent in Burnett County. Net earnings include wages and salaries, self-employment and proprietors income, and an adjustment for wages earned by residents who commute to jobs in other counties. That totaled \$55,162,000 in 2003 in Burnett County and was 25 percent of net earnings.

In Burnett County total personal income of \$372,649,000 in 2003 was up 4.6 percent

from 2002 and 27 percent from 1998. County income increased faster than income in Wisconsin and the United States over both the one-year and five-year periods. Income losses from dividends, interest, and rent was offset by gains in wages and salaries and transfer payments.

**Wisconsin Counties 2003 Per Capita Personal Income and Rank in State**

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Waushara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005